

**GSA presents**

**A 25-minute ~~Evening~~ Morning with...**

**The Center for New Media  
and Citizen Engagement**

April 27, 2010



# Intro in 90 secs



**Jon Rubin**  
**[jonathan.rubin@gsa.gov](mailto:jonathan.rubin@gsa.gov)**



**90 Seconds**

## Social Media projects in government are....

- Difficult to generate support for
- Time intensive
- Always in conflict with other departments (PR/legal/IT)
- More difficult to create than they should be

## Which is too bad, because they're also...

- Great ways of making government faster & more efficient
- Excellent at finding out what the public / Fed workers actually think
- Key for attracting younger workers
- **What Government *should* be using in the 21st century**

# Who we are

## **The Center for New Media and Citizen Engagement**

- A new part of GSA's Office of Citizen Services
- Help other agencies make social media & citizen-facing tools and efforts easier (legal, tech, marketing, support)
- Making it easier + desirable for gov to engage citizens
- Create partnerships between teams / agencies
- Pool resources and avoid duplicating efforts
- Share tools and best practices with you

Thanks for your time!





# **IdeaScale Open Government Dialogue Tool Implementation**

Dan Munz  
daniel.munz@gsa.gov



EXECUTIVE OFFICE OF THE PRESIDENT  
OFFICE OF MANAGEMENT AND BUDGET  
WASHINGTON, D.C. 20503

December 8, 2008

- Create an Open Government Plan
- Engage and get input from citizens on key questions
- Do it really, really quickly

presumption of openness that the President has endorsed, agencies are encouraged to advance their open government initiatives well ahead of those deadlines. In addition to the steps delineated in this memorandum, Attorney General Eric Holder earlier this year issued new guidelines<sup>1</sup> for agencies with regard to the Freedom of Information Act (FOIA). With those guidelines, the Attorney General reinforced the principle that openness is the Federal Government's default position for FOIA issues.



OMB turned to **GSA** for a  
**government-wide**  
**scalable**  
**affordable**  
solution for agencies

# Make engagement





National Aeronautics and Space Administration

## OpenNASA SHARE YOUR IDEAS

OPEN GOV  
WHITEHOUSE.GOV/OPEN

[Login / Signu](#)

[Accessibility](#)

**SHARE.  
DISCUSS.  
VOTE.**

Give us *your* ideas on how we can create our Open Government Plan.

Share an Idea

Discuss & Vote on Ideas

Search the Ideas

Search

### Ideas

- All (394)
- 1. Transparency
  - Data Availability, Information Quality, Accountability.. (65)
- 2. Participation
  - Public Feedback & Involvement, Tools & Strategies.. (113)

« Back To OpenNASA

**Allow NASA employees 10-20% each week for innovative projects**

Beth Beck

⚠ Flag

Idea Rank : 2

Share

Email  
Twitter

Users Tracking (9)

👍 I Agree

134

👎 I Disagree

If we truly believe in innovation, employees should be encouraged/rewarded to spend a set-aside time each week for unstructured creative, innovative thinking. This could include collaborating with industry or with employees other work-units to pursue ideas. Only when we free our employees to work creatively will we spark free-flowing innovations. The post-it note came from a 3M adhesive that didn't work. Employees given creative time came up with the idea to use the failed glue for a stickie note.

Idea # 50 | New Ways of Doing Business, New Tools..., innovation, collaboration, ideas, post-it-notes, 3m

# 22 agencies + OSTP

# Address legal & policy

- ✓ Privacy PIA and privacy statement
- ✓ IT Security full due diligence
- ✓ Paperwork Reduction Act clearance
- ✓ Cookie Waiver for persistent cookies
- ✓ Terms of Service that's fed-friendly

# Build community

- 100+ trained
- Moderation teams at each agency
- 130-member listserv
- After-action review



# Improve the tool

## Government Compliance

☒ Enable Government Compliance

- › Federal 508 Compliance
- › PRA Compliance
- › Enhanced Privacy Policy - Federal Cookie Policy Waiver

508/Accessibility

PRA Compliance

Cookies

Usability Testing

Privacy

# Share best practices

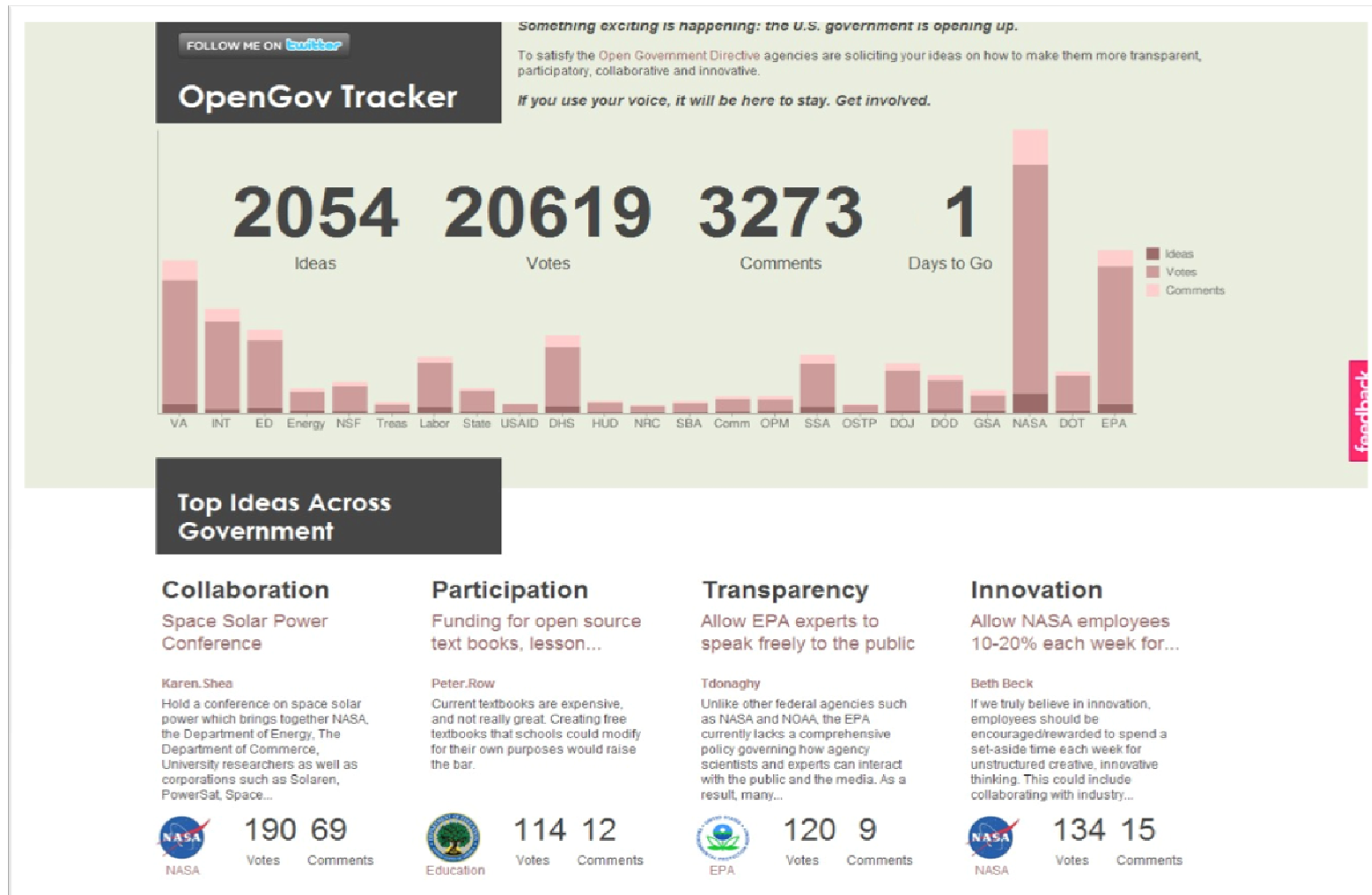


The screenshot shows the WebContent.gov website with the following elements:

- Header:** "WebContent.gov" logo with the tagline "Better websites. Better government." and a search bar.
- Navigation:** Links for Home, Our Community, Web Manager University, Business & Tools, and A-Z Index.
- Main Content:**
  - OpenGov Citizen Engagement Tool:** A section titled "Guidance for Agency Web and New Media Teams Using the OpenGov Citizen Engagement Tool" with a brief description of the tool's purpose.
  - Additional Resources:** A sidebar with links to "Guidance, Requirements & Deadlines", "Open Page Recommendations", "GSA's Citizen Engagement Tool FAQs", "Agencies Using OpenGov Tools", and "Promoting Citizen Engagement".
- Left Sidebar:** A vertical list of links including "Requirements & Best Practices", "Managing Content", "Usability & Design", "Management & Governance", "Improving Your Website", "Using Technology", and "Using Statistics".

- Legal and policy resources
- Training materials
- Outreach tools
- Usability testing results
- Dialogue datasets

# Support innovations






How can we help?



# **Terms of Service for Free Social Media Apps**

Andrea Sigritz  
andrea.sigritz@gsa.gov



What are the  
amended TOS  
agreements?



Choice of Law



Indemnification





## Coming soon to Apps.gov

You've got servers, developers, storage, testing, and upgrades to support your IT infrastructure. Need a better solution to reduce cost and speed implementation? Apps.gov Cloud IT Services can provide data storage, web hosting, and virtual machines all in the cloud - coming soon to Apps.gov!

## What is Cloud Computing?

Want to learn more?

Watch this brief video for an overview of Cloud Computing to gain a better understanding of what it is and its benefits.



[Watch the video now »](#)

[Video transcript »](#)

## What type of solution do you need?

### Business Apps

Your agency or service is complex and requires state-of-the-art software to get business done.

*GSA Cloud Business Apps has a solution!*



### Cloud IT Services

Need a better solution to reduce cost and implement projects faster?

*GSA Cloud IT Services has the answer!*



### Productivity Apps

You need to get things done and GSA is there to help you do just that.

*GSA Cloud Productivity Apps has the tools!*



### Social Media Apps

Social media tools make it easier to discuss the things we care about and help us get the job done.

*GSA Social Media Apps can help you get the word out!*



Before using/purchasing the products and services on apps.gov, please do so in accordance with your agency's policies and procedures relating to Procurement, Information Technology, Cyber Security, Privacy, Accessibility, Social Media, and any other applicable Federal laws. If you have any questions about your agency's policies and procedures, please contact your agency's Office of the Chief Information Officer or [Terms of Service point of contact](#).



34  
*free tools*



How do I use the  
free tools?



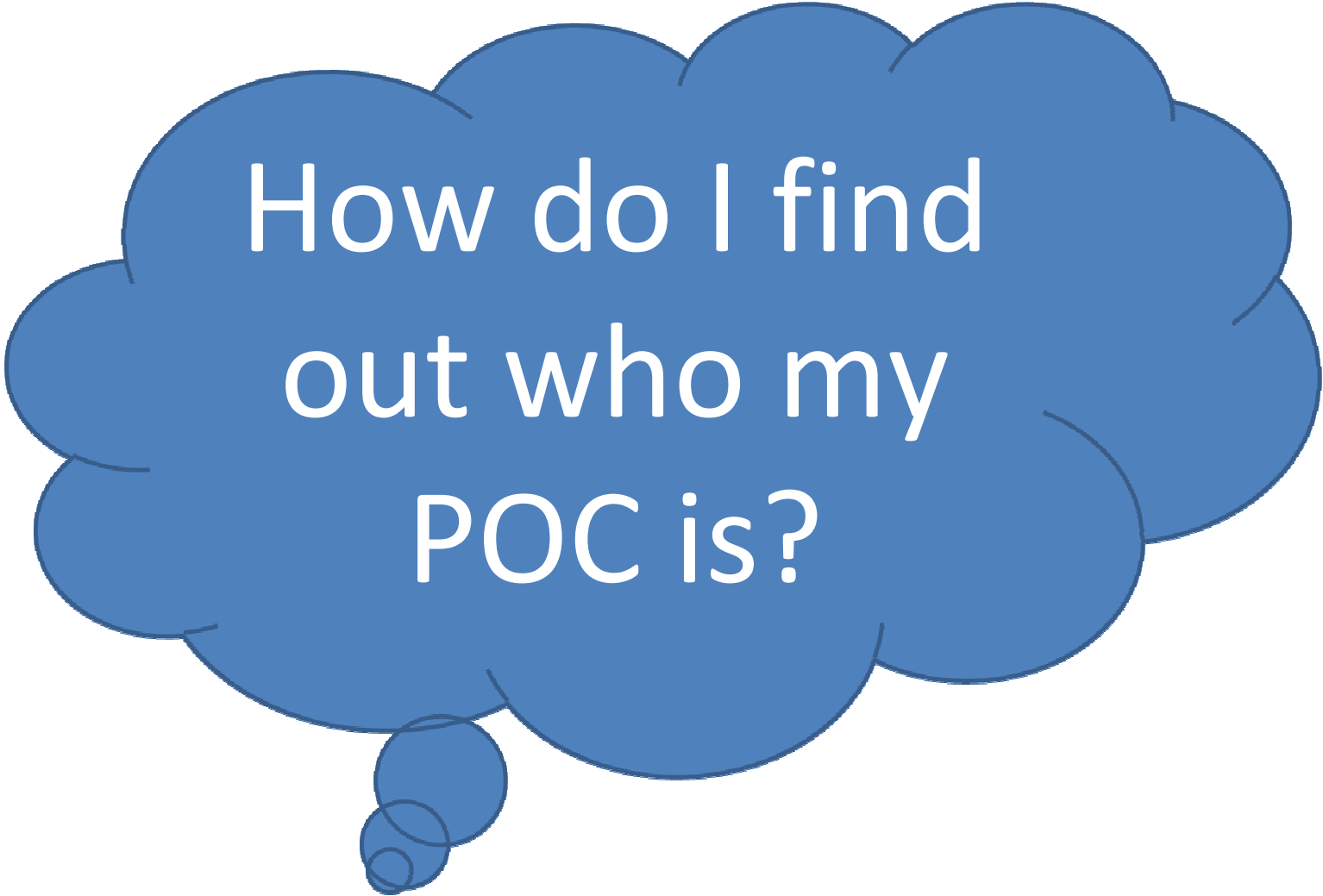


Facebook

**Price: Free**

Facebook is a free-access social networking website mission that gives people the power to share and make the world more open and connected. Facebook makes it easy to stay up-to-date with your favorite public figures and organizations.

**ENROLL »**




How do I find  
out who my  
POC is?

## Social Media Apps


Quick Link

Attention: Providers Interested in Offering Free Products for use by the Federal Government

 Before using/purchasing the products and services on apps.gov, please do so in accordance with your agency's policies and procedures pertaining to Procurement, Information Technology, Cyber Security, Privacy, Accessibility, Social Media, and any other applicable Federal mandates. If you have any questions about your agency's policies and procedures, please contact your agency's Office of the Chief Information Officer or **Terms of Service point of contact**.


## Analytics and Search Tools

Tools that help improve the volume or quality of traffic to a web site.

 **Google Analytics**  
**Price: Free**  
Google Analytics is an enterprise-class web analytics solution that provides actionable insights into website  
[ENROLL »](#)


 **OpenCalais**  
**Price: Free**  
The OpenCalais Web Service automatically creates rich semantic metadata for the content you submit  
[ENROLL »](#)

 **My.ComMetrics**  
**Price: Free**  
My.ComMetrics is a tool to benchmark social media - particularly blogs - in turn, you can measure  
[ENROLL »](#)

 **Bing**  
**Price: Free**  
Bing is a search engine from Microsoft designed to go beyond the 10 blue links of today's search to a  
[ENROLL »](#)

## Blogs and microblogs

Post regular entries of commentary or other material such as graphics or video and have your readers leave comments in an interactive format.

 **Socialtext**  
**Price: Free**  
Integrated collaboration, communication and knowledge sharing platform made up of

 **WordPress**  
**Price: Free**  
WordPress is a blog publishing application and content management system.

# Web Content Managers Forum

An Online Community of U.S. Government Web Professionals

A service of [WebContent.gov](#)

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## Directory Search

Enter search criteria...

[Search »](#)

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[Member Registration](#)

[Member Search](#) ▶

[Groups to Join](#) ▶

[Discussion Forums](#) ▶

[Community News](#)

[Community Calendar](#) ▶

[FAQs](#) ▶

[Website Policies](#)

[Resources](#)

## TOS: Dipity Agreement and Instructions

More in this Section...

<< [Main TOS page](#)

-

The federal government has [negotiated Terms of Service \(TOS\) agreements with several social media providers](#). Here are the instructions for working with Dipity.

### Dipity:

1. Review the [Dipity General Terms of Service](#) and [Dipity Terms of Service Agreement that has been negotiated for federal agencies](#).
2. Work with your [agency's point-of-contact](#) (POC) and your Office of General Counsel to ensure the agreement is acceptable.
3. If you determine that your agency can enter into an agreement with Dipity, your agency POC should contact Dipity directly at 415-828-5781 or at [gov@dipity.com](mailto:gov@dipity.com).


<< Read more about [Terms of Service agreements other with social media provider](#)

## SIGN IN

Username

Password


☒ Remember Me

[Sign In](#) 

[f Connect](#)

[Forgot your password?](#)

[Haven't registered yet?](#)



What if  
there's an app  
missing?



# MODEL AGREEMENT



QuestionPro help & resources

yammer

hulu



sourceforge

**ZeeMaps**  
*We map your lists*





# FedSpace:

## Work Better Together

Tiffany L. Smith  
SMITHTL7@STATE.GOV

# Collaboration Now



# Collaboration Next



# **FedSpace**

new social intranet for federal  
employees and contractors

# In Your Collaboration Toolkit...

- Employee directory
- Wiki
- Communities
- Blogs
- Bookmarks
- Search
- File sharing
- More...



Image: <http://www.lianakabel.com>

- Share knowledge
- Connect with other feds
- Collaborate on projects

**Fall 2010:**  
**How will you work better?**



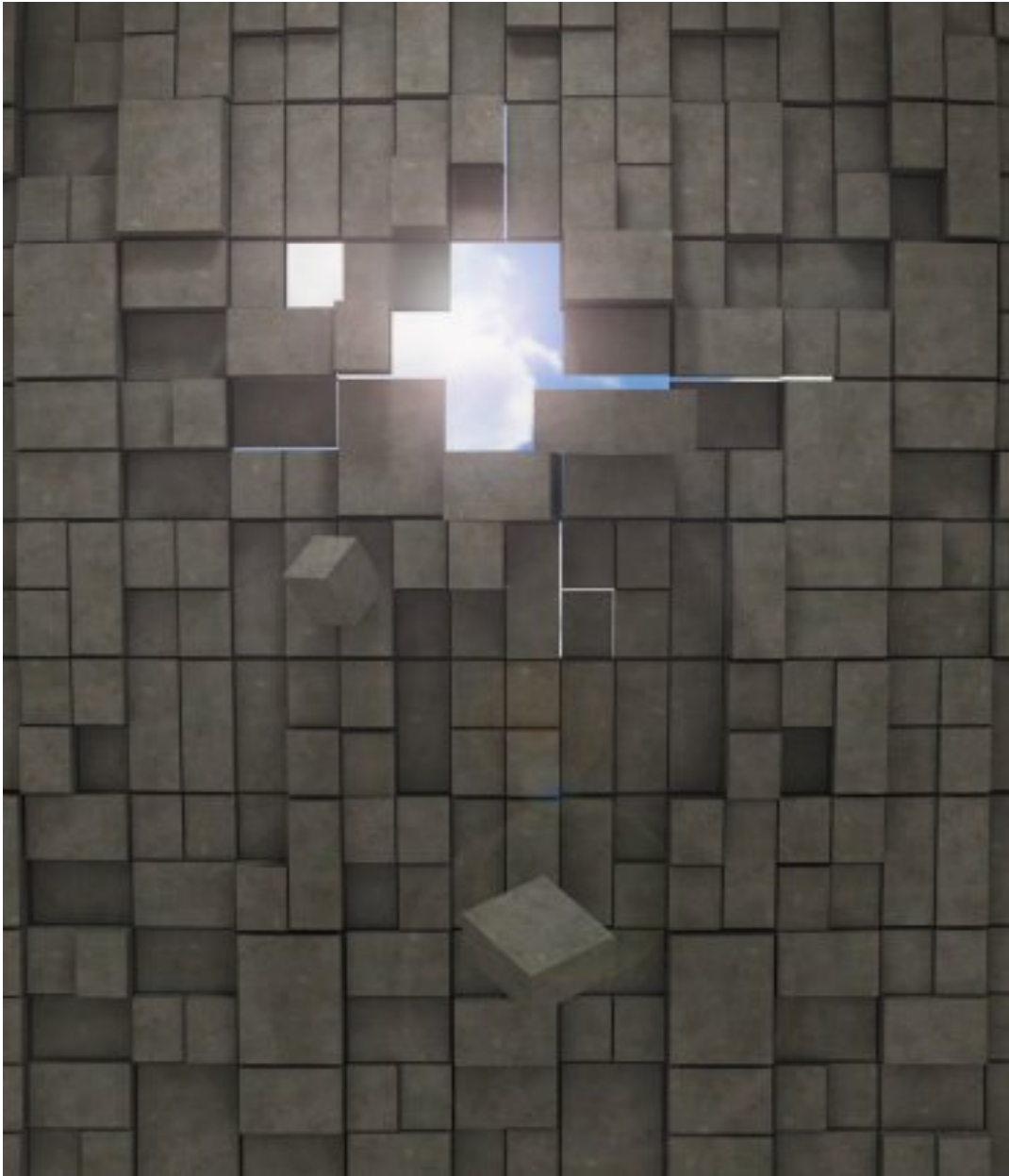




# **Social Media Made Easy: the Citizen Engagement Platform**

Leilani Martínez  
leilani.martinez@gsa.gov





















Create short, trustworthy .gov URLs.

Enter Long URL Here:

Shorten

Go.USA.gov has shortened **5830** URLs that have been clicked **1070267** times.

**5,830 URLs shortened that have been clicked 1,070,267 times**



# Challenges and Prizes in the US Government

March 8, 2010 OMB Memo

Increase use of challenges and prizes to develop new tools and approaches to improve open government and innovation.

GSA to provide a web-based platform.

Bev Godwin  
beverly.godwin@gsa.gov

# About Challenges

- A “seeker” identifies a particular problem and invites “solvers” to suggest, collaborate on, and deliver solutions.

# Types of Results from Challenges

- Promising new ideas and practices
- Product innovations
- Process innovations
- Increased participation
- New or strengthened networks or organizations

# Potential Benefits for Government

- Identify the goal without first choosing the approach or team most likely to succeed
- Pay only for performance
- Better solutions
- Attract new entrants
- Stimulate private sector investment
- Motivate, inspire and guide



# Government Examples

## Innovative Partnerships Program

About Us

► Technology Infusion

▼ Innovation Incubator

Innovation Incubator

**Centennial Challenges**

Power Beaming

Strong Tether

Green Flight

Idea Submissions

Past Challenges

Challenges Summary

FAST

Innovation Transfusion

Innovative Technology Initiative

► Partnership Development

How To Partner With NASA

IPP National Network

Success Stories

News & Media

Products & References

Strategic Communications

► IPP Resources

# Centennial Challenges

NASA's Prize Program for the "Citizen Inventor"

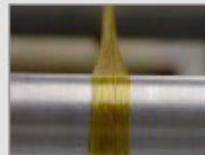


## Centennial Challenges



### Power Beaming

This challenge is a practical demonstration of wireless power transmission. Teams build mechanical devices (climbers) that can propel themselves up a vertical cable.



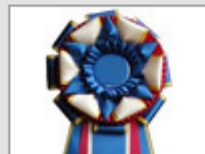
### Strong Tether

This is a challenge in materials engineering in which the tether provided by each team is subjected to a pull test.



### Green Flight

The Green Flight Challenge is for super-efficient, quiet, and safe aircraft that can average at least 100 mph on a 200-mile flight while achieving an efficiency equivalent to at least 200 passenger miles per gallon.



### New Prize Challenges

New prize challenges will be announced in 2010.



### Past Challenges

Review some of the past challenges including Regolith Excavation, Lunar Lander, Astronaut Glove and ideas submitted by the public.

## Mission Overview

The Centennial Challenges seek to:

- Drive progress in aerospace technology of value to NASA's missions
- Encourage the participation of independent teams, individual inventors, student groups and private companies of all sizes in aerospace research and development
- Find the most innovative solutions to technical challenges through competition and cooperation

## Video Gallery

### 2009 Centennial Challenges



[Login](#)[Forgot password?](#)

## The Open Innovation Portal

**Innovate**

Join our online community  
and help bring  
Innovation to Education!

- Contribute your ideas
- Collaborate on solutions
- Find partners and resources

[Register Now](#)

### Supporting Innovation

**Arne Duncan, U.S. Secretary of Education**

U.S. Secretary of Education Arne Duncan today announced the Department of Education's final priorities and the grant application for the \$650 million Investing in Innovation Fund (i3). The fund, which is part of the historic \$5 billion investment in

**James H. Shelton III, Assistant Deputy Secretary for Innovation and Improvement**

In February 2009, President Obama stood before a joint session of Congress and announced that by 2020 the United States would once again have the highest

[Feedback](#)

Bev G

Member

Washington, DC

Points: 500

Rank: 872 of 3,577

0 Hat Tip

0 Network Requests

Edit Profile

BADGES

MY IDEAS

MY NETWORK

View Challenges



Click on a challenge to view, rate and comment on related ideas; or become an Innovator and submit your own.

All

Sponsored

FILTERS

LEADING CHANGE USING THE CHANGE MANAGEMENT TOOLKIT






Leading Change Using the Change Management Toolkit

IBM is awarding technical services grants to Local Education Agencies with the best ideas for using IBM's Reinventing Education Change Toolkit to deepen and sustain their reform projects. CHALLENGE DEADLINE: June 1, 2010

View details

IMPROVING LITERACY THROUGH TECHNOLOGY





Improving Literacy Through Technology

IBM is awarding technical service grants and software licenses to Local Education Agencies for the best early literacy programs that leverage IBM's Reading Companion software. CHALLENGE DEADLINE: July 1, 2010

View details

Developing and Evaluating Teachers and Leaders



Developing and Evaluating Teachers and Leaders

Practices, strategies, or programs that increase the effectiveness of teachers or principals through identification, recruitment, development, placement, rewards, and retention.

View details

View Challenges

Rate Ideas

Submit An Idea

Idea Leaderboard



### Using Data to Improve Student Achievement

Strategies, practices, or programs that (a) encourage and facilitate the evaluation, analysis, and use of student achievement or student growth data or (b) enable data aggregation, analysis, and research.

[View details](#)



### Developing High-Quality Standards and Assessments

Practices, strategies, or programs that support States' efforts to transition to college- and career-ready standards and assessments.

[View details](#)



### Turning Around Low Performing Schools

Strategies, practices, or programs that turn around persistently low-performing schools through either whole-school reform or targeted approaches to reform.

[View details](#)



### Other High-Need Innovations in Education

Strategies, practices, or programs that focus on other areas of significant need and that target improved student achievement through their implementation and effective use.

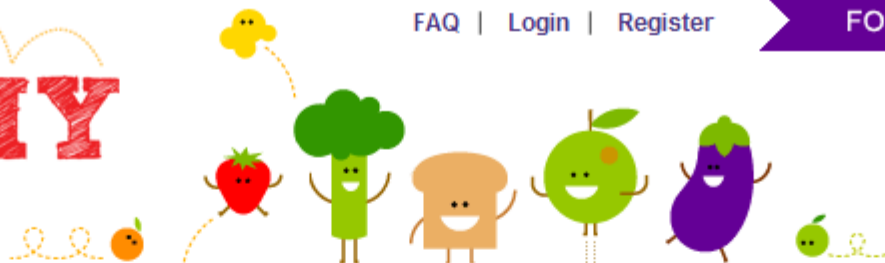
[View details](#)



# APPS FOR HEALTHY KIDS

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## *Let's Move!* for the **Apps for Healthy Kids** competition.

\$60,000 in prizes to create innovative, fun and engaging software tools and games that encourage children directly or through their parents to make more nutritious food choices and be more physically active.

CHALLENGE SUPPORTERS

**9,937**

 **6,491**  
ADULTS

 **3,446**  
KIDS

[I support this too!](#)

[Why Click?](#)

**Promote this challenge:**

[Email](#)  [Digg](#)  [Twitter](#)  [Facebook](#)  [MySpace](#)

**Recent Supporters:**

**lady g.** , from askldfja;skld

**Andrea M.** , from Bozeman, MT

[About](#)

[About Apps for Healthy Kids](#)

[USA.gov](#)

[GobiernoUSA.gov](#)

[Contact USA.gov](#)

[Accessible Video Player](#)



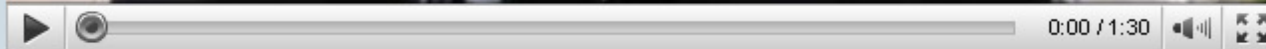
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## Get Your Voice Heard - USA.gov Video Contest Winner

From: [USAgov](#) | April 18, 2010 | 2,033 views

### Uploads (19)



**Get Your Voice Heard - USA.gov Video Contest**

2,033 views - 1 week ago



**USA.gov Video Contest Announcement**

4,656 views - 3 months ago



**"For the People" PSA for 1 (800) FED-INFO**

173 views - 4 months ago

[see all](#)

### Public Service Announcement... (2)



**"For the People" PSA for 1 (800) FED-INFO**

USAgov - 173 views



**"For the People" PSA for USA.gov**

USAgov - 245 views

[see all](#)

# More Government Examples

## ***Department of Defense***

- Wearable Power
- DARPA Grand Challenge

## ***Department of Energy***

- Progressive Automotive X Prize
- Bright Tomorrow Lighting prize
- Freedom Prize
- Hydrogen Prize

## ***Department of Transportation***

- Airport Design Contest
- Rural Youth Traffic Safety Message
- Alternative-Aviation Fuel Challenge

## ***Environmental Protection Agency***

- Radon Challenge
- Super Efficient Refrigerator

## ***Health & Human Services***

- H1N1 Public Service Announcement Prize
- BARDA Project Bioshield

## ***Office of Management and Budget***

- President's SAVE Award

## ***State Department***

- Democracy Video Challenge
- ExchangesConnect Change Your Climate, Change Your World

## ***USAID***

- Development 2.0 Challenge

# Can You Do This?

March 8, 2010 OMB Memo – Legal Authorities

- Explicit prize authority
- Grants and cooperative agreements
- Necessary expense doctrine
- Authority to provide non-monetary support
- Procurement authority
- Other transaction authority
- Agency partnership authority
- Public-private partnership authority



# Are You Ready?

- Define the challenge
  - Stage of innovation
  - Desired result
- Define legal vehicle, potential partners
- Define the prize
  - Monetary vs. non-monetary
- Define Potential Solver Communities
- Define all stages of the process
  - Clear victory criteria vs. expert review
  - Collaborative vs. independent
  - Stand-alone vs. ongoing
  - Internal vs. open to the public
  - Outreach to potential solvers
  - Award process
  - Post-prize

Come to the  
Unconference  
Session

# Suggested Next Steps

- Encourage experimentation with prizes and challenges that support your agency's mission. Check your Open Gov Plans
- Use March 8 memo to talk to your lawyers. Eliminate legal uncertainty (interpretation of existing law, seek new legislation)
- Learn from those who have done challenges and those who are interested in doing so

# Help is On the Way

- March 8, 2010 OMB Memo
- White House Office of Science and Technology Policy
- General Services Administration
  - Challenge Platform
  - Best practices, guides, and training
  - Easier contract vehicles



# WOW!

Gwynne Kostin  
[gwynne.kostin@gsa.gov](mailto:gwynne.kostin@gsa.gov)

# What's on schedule?

Ideascale



done

URL Shortener



Today

Blogs



Jun

Challenge Platform



Jul

Fedspace  
Challenge



Fall

Options

Next?



You  
decide



















Photo: Andrew Noyes

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The Center for New Media  
and Citizen Engagement





Photo: Andrew Noyes